

# Online content responsibility

Action Station



# Methodology

- Results in this report are based upon questions asked in the UMR Research's nation-wide online omnibus survey.
- The survey was conducted between 26<sup>th</sup> March to 2<sup>nd</sup> April 2019.
- The sample size for the online survey was n=1000, with the margin of error for a 50% figure at the 95% confidence level being  $\pm 3.0\%$ .

## Reporting notes:

- This survey used five-point scales for some questions. When reporting the data from these questions we generally report on the sum of 1+2 of the scale (the positive end of the scale), 3 is considered the midpoint (those with a more neutral view or no feeling either way) and 4+5 (the more negative view).
- For example, on a 1 to 5 support scale 1+2 are the people who declared support about the topic and 4+5 are those who opposed the topic.

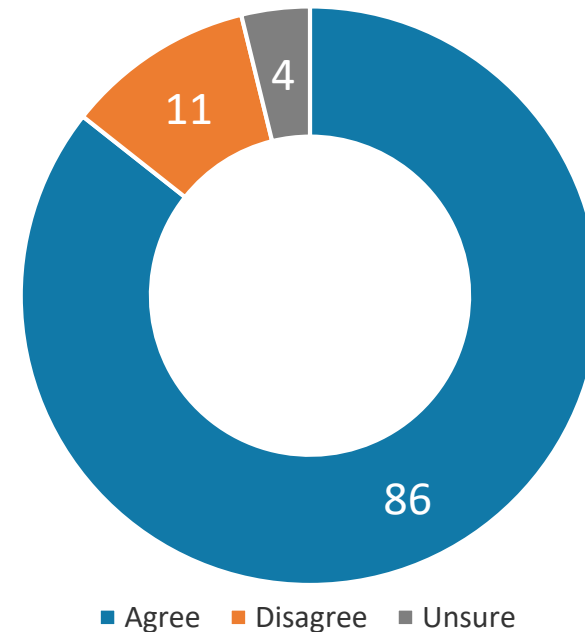
## Note on rounding:

- *All numbers are shown rounded to zero decimal places. Hence specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%.*
- *For example:  $2.7 + 3.5 = 6.2$  would appear:  $3 + 4 = 6$*

# Government control on online content


- A clear majority (86%) agreed that the government should require social media companies like Facebook and Twitter to take more responsibility to prevent distribution of harmful content on their platforms. 11% said they disagree and 4% were unsure.
- Younger respondents (under 30s) were less likely to agree (76%) compared to those who are 60 plus (92%).
- Those in employment consisting of less than 30 hours were also likely to agree (79%).
- Female respondents were more likely to strongly agree (66%) compared to males (53%) but there was no statistical difference when it came total agreement (strongly + somewhat agree).

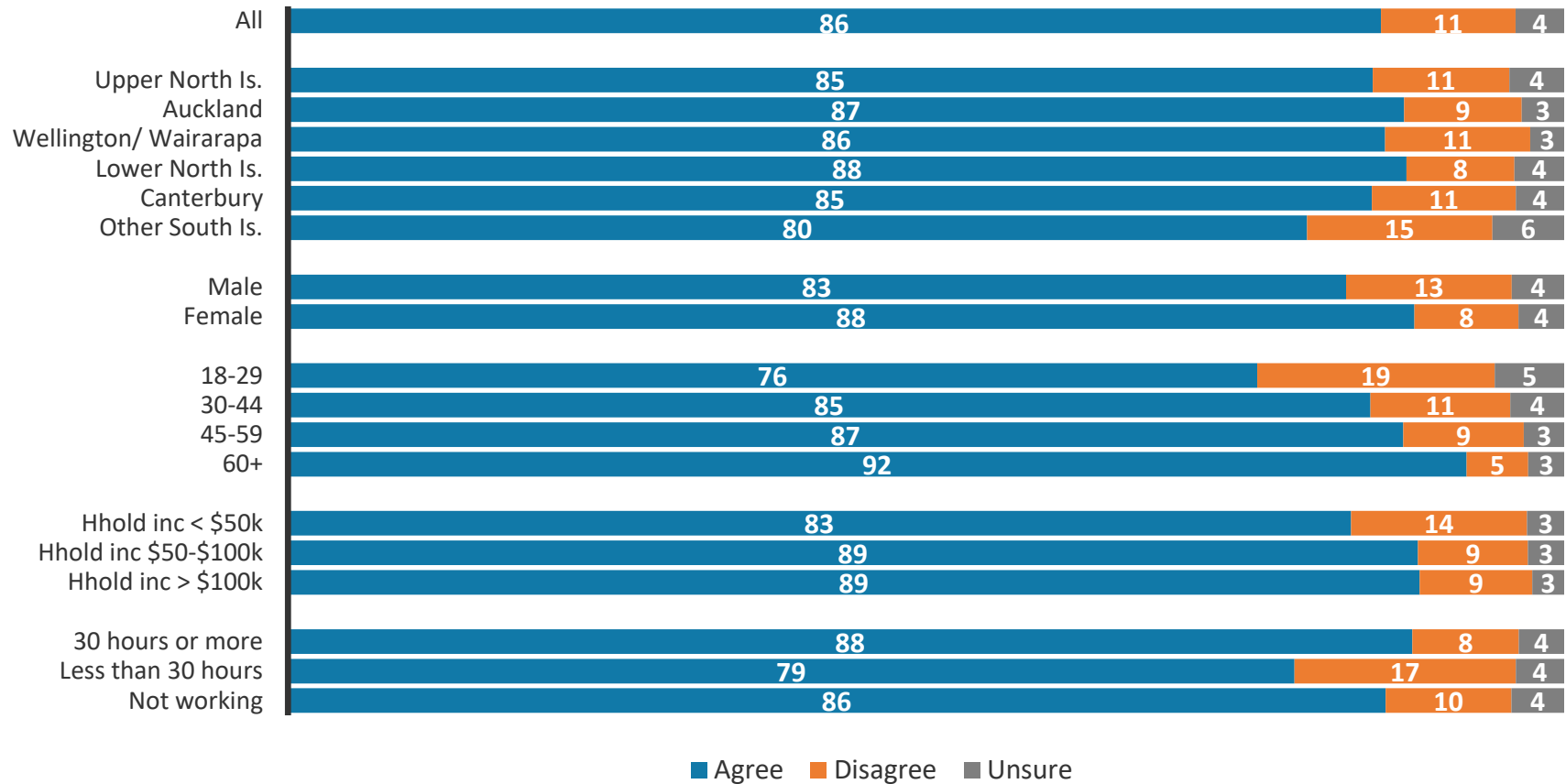
**Q** How strongly do you agree or disagree that the government should require social media companies like Facebook and Twitter to take more responsibility to prevent the distribution of harmful content on their platforms?



Base: All respondents (n=1000)

# Demographic breakdown

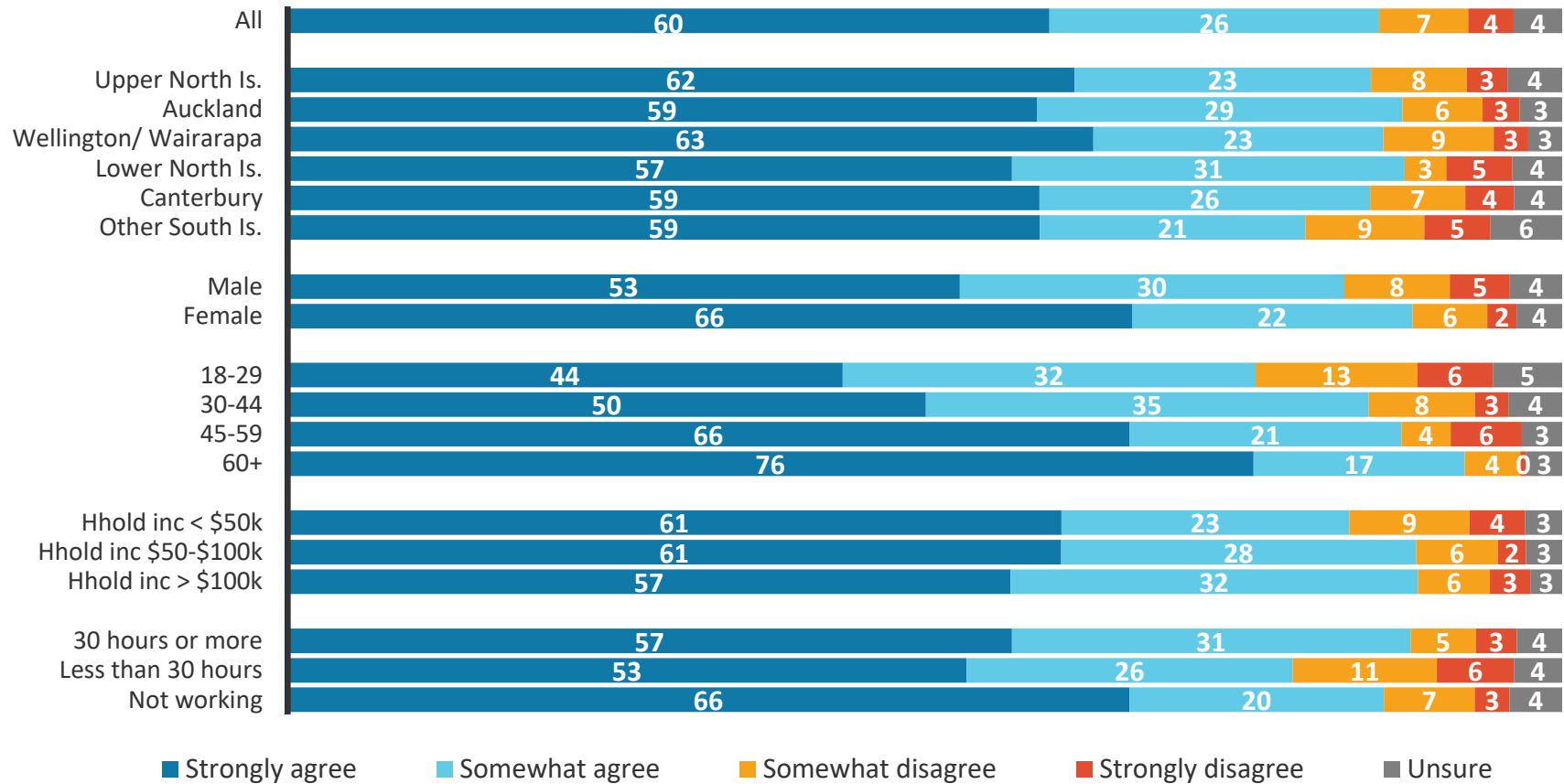
 *How strongly do you agree or disagree that the government should require social media companies like Facebook and Twitter to take more responsibility to prevent the distribution of harmful content on their platforms?*



Base: All respondents (n=1000)

# Full results

**Q** How strongly do you agree or disagree that the government should require social media companies like Facebook and Twitter to take more responsibility to prevent the distribution of harmful content on their platforms?



Base: All respondents (n=1000)